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ABSTRACT

This report describes the Swedish television audience and its consumption of television programming during the decade 1965-1974. The analysis is based on data gathered in approximately 100,000 interviews conducted during four time periods selected to permit comparison of audience behavior at different times before and after the introduction of the 2-channel system. An additional criterion for selection was primarily that the time periods should differ as much as possible in terms of the nature of the programming offered and the prevailing principles of coordination of channels. Program categories, defined on the basis of form, content, and intended audience, include news bulletins, news and news commentaries, politics and public affairs, cultural and religious programs, nature or science, variety and talk shows, sports, theatre, music, feature films, other fiction, entertainment, education, children's programs, and miscellaneous. Variables included in the study are broadcast time per program type; viewing time per day and per channel; viewing and sex, age, and education; audience size per program category; high and low consumer viewing time; and program preferences. (RAO)

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113/73

THE VIEWERS' CHOICE
An analysis of programme selection and audience behaviour, 1965-1974

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Appendix: Changes in the competition faced by the various programme categories

This report is based on the findings of a study commissioned by Sveriges Radio's "Two-channel study" (KANUT). The report describes the Swedish television audience and its consumption of television programming during the past decade, 1965 - 1974.

1. INTRODUCTION

The aim of this study is perhaps best expressed in the question: How have various changes in television programming affected audience behaviour?

Efforts to answer this question encounter a number of difficulties of both a scientific and practical nature. Perhaps the main source of difficulty lies in the problem of establishing a causal relationship after the fact. Even though we may be able to observe a relationship between a certain pattern of programming and certain audience behaviour, this need not necessarily mean that the programming in question has prompted the noted change in behaviour. Some other factors (e.g. improved standard of living) may have played in.[1]

One should also keep in mind the fact that the data on which this analysis is based were originally gathered toward other ends, namely, to describe the audience, as a whole and in terms of subgroups viewing selected programmes on a given day. This imposes certain limitations on the analysis, so that it must be less comprehensive in scope than might be desired. It has quite simply not been possible to treat a number of interesting issues.

In view of these and other reservations of a more strictly methodological nature, the overriding object of the analysis has been the following: to compare different periods before and after the introduction of the two-channel system with reference to audience behaviour. The criterion for selection of the various periods to be studied was primarily that they should differ as much as possible in terms of the nature of the programming offered and prevailing principles of coordination of the channels. After some study, the following four periods (hereafter designated in Roman numerals) were selected:

I 22nd April 1965 - 29th November 1969: Only one channel in operation.

II 1st December 1969 - Spring 1971: Second channel getting established, with limited programme schedule. Coordination according to the contrast principle.

III Autumn 1971 - Spring 1972: Second channel established, but still with less than full programme schedule. Opening of a new time-slot ("Half past six"). Coordination according to the contrast principle with some exceptions.

IV October 1972 - Spring 1974: Full schedule of broadcasts on the second channel. Rescheduling of the evening news. Coordination to a growing extent according to the principle "like opposite like".

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1) Which factor may explain the ever growing number of TV-licences:
1970: 2 481 000 1974: 2 808 767

The volume of the audience measures undertaken during the different periods varies. Measures were particularly infrequent during Period I, and each measure comprised but a few days. Further, audience measures have not been conducted during the summer, an "off-season" in terms of both programming and consumption. Thus, the results presented here cannot be expected to correspond fully with other sources of data, such as the annual statistical summaries of programming, but rather represent programming and audience behaviour during the "height" of the season, Autumn through Spring.

The analysis is based on randomly selected dates of measurement, a total of 42 for each period. The sample includes 6 of each of the days of the week. The material is extremely large, covering a total of 3 742 programmes (544, 966, 1 079 and 1 123 programmes, respectively, during Periods I-IV). The volume of the study is also reflected in that the data were gathered in interviews with approximately 100 000 persons.

The present report discusses certain more general tendencies as well as a number of special issues.

2. SR TV-PROGRAMMING: VOLUME AND STRUCTURE

Television programmes may be categorized. For the present analysis 15 such categories were defined on the basis of form, content and intended audience. These more or less correspond to the categories of programme content used in Sveriges Radio's programme statistics.

Table 1 shows how broadcast time is distributed among the various programme categories during the four periods studied. The table also shows average broadcast time per day as well as the percentage increase in broadcast time relative to Period I. These figures largely agree with Sveriges Radio's statistics, both in terms of broadcast time and the time devoted to various programme categories.

Table 1. The composition of the programme schedule the average day. Vertical percentages. Average broadcast time in minutes.

	PERIODS			
	I	II	III	IV
News bulletins	4	5	5	3
News, news commentary	7	7	7	9
Politics, public affairs	13		12	9
Culture, religion	11	11	8	10
Nature, science	4		4	
Variety, talk-shows	-	1	6	7
Sports	7	11	13	6
Theatre	5	4	6	6
Music	5	3	4	4
Feature films	5		8	9
Other fiction	9	7	7	10
Entertainment	14	12	8	8
Education	4	4	4	2
Childen's programmes	9	12	8	11
Miscellaneous	4	2	2	2
Ave.broadcast time/day (min.)	371	621	741	762
%-increase	-	67	100	105

Certain long-term changes are to be noted. Beginning in Period III, variety or talk-shows have claimed their share of broadcast time. The proportion of time devoted to feature films has increased from period to period, while the proportion devoted to entertainment programmes (shows, etc.) has fallen.

Looking at the material in terms of week-nights and week-ends/holidays, we find that the decline in the proportion of entertainment programmes has been greatest week-nights. We also find that the shares of broadcast time devoted to politics and public affairs and cultural programmes have also declined week-nights. This decline largely corresponds to the increased share of time devoted to variety or talk-shows.

Changes in the programming offered may be studied in even greater detail, within, say, one channel in a given time-slot, on certain days of the week. One should proceed with caution, however, as an all too detailed categorization means that one's findings will be based on increasingly fragile data with an ever greater likelihood that they be the products of sheer chance.

Viewed from the overall perspective we have chosen for this study, Sveriges Radio's television programming during the four periods studied may be characterized as largely unchanged. The shares of broadcast time claimed by most types of content have remained constant. Considering that broadcast time has doubled since the single-channel era, this means a doubling in the broadcast time allotted to most programme categories.

Certain changes must be kept in mind, however, as we turn to examine the audience's consumption of the programming offered. Among these are

- the introduction of popular variety or talk shows.
- the increase in the volume of feature films. Expressed in minutes, the average amount of time devoted to feature films daily increased from 19 minutes in Period I to 69 minutes in Period III, i.e. nearly four-fold.
- the decline in the volume of entertainment shows. Average broadcast time per day has increased from 52 minutes in Period I to 61 minutes in Period IV, but had this category retained its original share of broadcast time, the Period IV figure would have been 104 minutes rather than 61.

3. VOLUME OF VIEWING

The volume of television consumption during the four periods studied may be described in two different ways: (1) what proportion of the population watch television each day, and (2) how much time is devoted to television each day.

Diagram 1 shows the size of the proportion of the Swedish public between the ages of 15 and 79 years viewing TV the average day.

We note a certain increase in the daily audience throughout the first three periods, with a slight decline again in Period IV.

Diagram 1. Proportion of the population viewing television the average day.

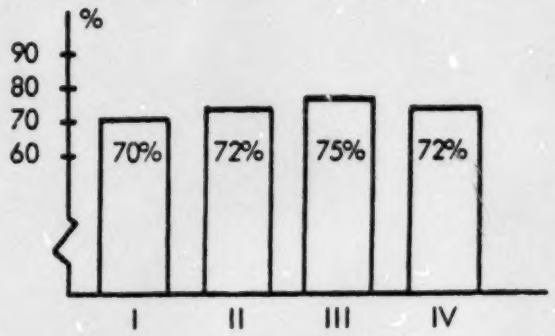
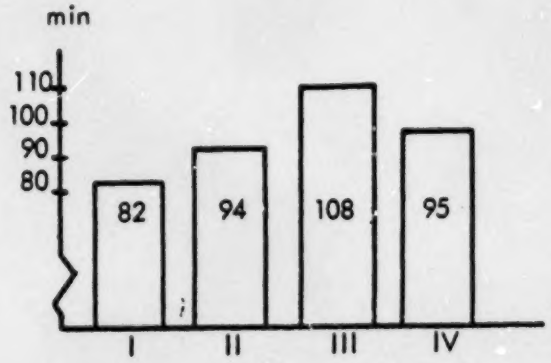


Diagram 2 indicates average viewing time, i.e. the average amount of time the viewer devotes to television daily.

Here we find the same tendencies as in Diagram 1: a gradual increase during Periods I through III, with a slight decline in Period IV.

Diagram 2. Time devoted to TV the average day, in minutes



The agreement between these two measures of the volume of viewing is of course expected, but it is by no means given. It is conceivable, for example, that an increase in the total audience might be accompanied by a decrease in viewing time - which might reflect a change toward more disparate, more specialized programme content. On the other hand, a smaller audience coupled with increased viewing time might suggest that the programme schedules have beeen composed so as to satisfy certain strong "minority interests".

To sum up, then, following the introduction of a second channel we note a certain increase in total television consumption, albeit a slight increase in terms of percentages. Actually, this increase is so slight that other Swedish studies utilizing grosser measures have been unable to note any change whatsoever. These results also agree with results obtained abroad - generally speaking, the introduction of additional channels and expansion of the programme schedule have failed to bring about any dramatic increases in either audience size or viewing time.[1)]

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1) See, for example, Bogart, L. The age of Televison. 1972.

4. WHAT IS VIEWED

Here we shall examine certain changes that have occurred within the total volume of television consumption.

Table 2 indicates the proportion of the Swedish population who have watched television the various days of the week.

These figures supplement the overall picture of television consumption presented in the preceding section (Diagram 1). Television reaches more viewers since the advent of the second channel, but it is interesting to note that the differences between the periods are largely accounted for by differences in week-end viewing, Friday through Sunday. Thus, week-end viewing has undergone the greatest changes. Viewing during the rest of the week has increased to some extent more recently, while a slight decline may be noted immediately following the introduction of the second channel.

Table 2. Proportion of the population viewing TV the various days of the week.

	PERIODS			
	I	II	III	IV
Monday-Thursday	69	68	72	72
Friday	70	73	78	71
Saturday	72	79	77	76
Sunday	73	80	78	69
Average	70	72	75	72

More detailed knowledge of the objects of viewer interest may be gained if we consider the amount of time viewers have devoted to television during various intervals during the evening.

Table 3 shows average viewing time (in minutes) during three intervals evenings: (1) up to 7:30 PM, (2) "prime time", 7:30-9:30 PM, and (3) from 9:30 on.[1]

Table 3. Average time devoted to television during various intervals, in minutes

	PERIODS			
	I	II	III	IV
-7:30 PM	26	33	41	30
7:30-9:30 PM	42	44	46	43
9:30- PM	15	18	21	22
Entire day	82	94	108	95

As indicated in the table, viewing during "prime time"[2] has remained remarkably constant, despite a slight decline during Period IV. In other words, the amount of time viewers devote to television during the interval 7:30-9:30 PM seems to be quite independent of the nature and volume of the programming offered. Differences are to be found primarily in viewing before 7:30 PM, and, secondly, in late-evening viewing.

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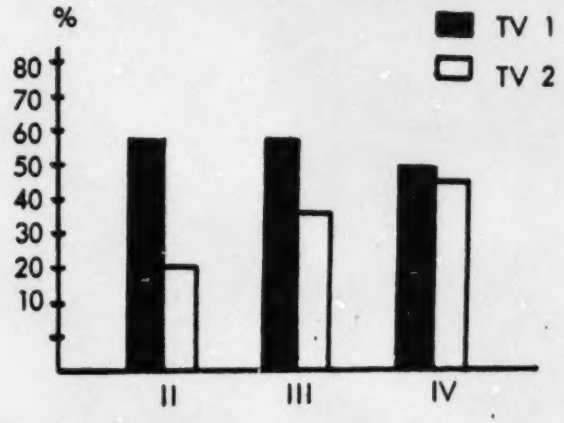
1) The figures for the entire day shown in Table 3 are somewhat less than the sum of the three intervals. Such discrepancies occur now and then throughout this report and may be as large as 2-3 minutes in the average for a given period. These differences are not due to errors in treatment of the data, but are rather a consequence of our choosing to present the material in whole numbers rather than in more awkward, albeit more precise, decimal figures.

2) "Prime time" is the term used in Sweden to designate the period of peak evening viewing. It should be noted, however, that Swedish television is practically free of the commercial mechanisms that act to constrain the variety of programme content offered during "prime time" in some other Western countries, notably the United States. A pro-

Diagram 3 indicates the extent to which the newly introduced second channel has reached and been accepted by the TV-audience as an equivalent alternative.

Diagram 3. Proportion of the population viewing TV 1 and TV 2, respectively



TV 1 continues to reach a slightly greater proportion of the audience despite a certain decline during the last period studied. TV 2 has gained a progressively larger average audience, a trend corroborated by other Swedish studies as well. It should be noted, however, that these tendencies are not uniform for all the days of the week. Once again, we find a difference between week-days and week-ends; in this case the trend for Friday-through-Sunday contradicts that for the remainder of the week.

Table 4 presents yet another indication of growing acceptance of the two-channel system, namely, the average proportion of the population viewing only one of the channels any given day.

The proportion of the television audience who have confined their viewing to TV 1 has progressively declined. The same applies to the proportion viewing only one channel. In other words, progressively fewer "one-channel" viewers, or a growing number who switch from channel to channel. Nevertheless, nearly one-third of the daily television audience views only one channel - this group naturally includes most low consumers, those who view only one or two programmes during the course of the day.

Table 4. Proportion of the population viewing only one of the channels the average day.

	PERIODS		
Viewed only	I	II	III	IV
TV 1		41	29	19
TV 2		5	8	12
One channel		46	37	31

The composition of the audience during the various periods studied is summarized in Table 5. The available background data include sex, age and education.

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gramme's anticipated "box-office" is far from the sole and all-important consideration. Swedish "prime time" programming largely reflects Sveriges Radio's stated goal of providing diversified content in good taste "with due regard for different interests". The relative infrequency of serials further eases the competitive climate in Sweden's two-channel system.

Certain distinct patterns are apparent in the table. The proportion men is greater than the proportion women throughout. Interest in television increases with age. The less education, the greater the proportion TV-viewers.

Table 5. Proportion TV-viewers among various demographic categories

	PERIODS			
	I	II	III	IV
Sex				
Men	71	73	77	73
Women	68	71	73	71
Age				
15-24 years	64	65	71	68
25-44 years	71	72	74	71
45-64 years	74	75	77	74
65-79 years	65	71	76	74
Education				
Low	71	72	76	74
Medium	70	70	74	71
High	65	58	68	65

These tendencies are quite to be expected. They generally prevail in countries with fairly well-developed television distribution systems. Since the introduction of the second channel, the proportion of viewers has increased in all categories, above all among the oldest category. It seems as though the most elderly portion of the population has taken advantage of the expanded volume of programming more than others have.

In summary, then, besides access to two channels, which are increasingly perceived as equivalent alternatives, programming changes have mainly influenced viewing

- during week-ends
- during the periods before and after "prime time".

The most striking differences in audience behaviour may be noted when one compares the behaviour of different age groups. The oldest (65-79 years) and the youngest (15-24 years) deviate most from the average. The former are clearly the category who have taken greatest advantage of the increased volume of programming, for example, during the early evening hours before 7:30. The youngest, on the other hand, would appear to be the most selective of the population during week-ends, especially Fridays.

5. VIEWING OF VARIOUS PROGRAMME CATEGORIES

On the basis of data on actual audience sizes we have been able to calculate average audience sizes for each of the programme categories (Table 6).

If conversion from a one-channel to a two-channel system implies that the broadcast time for each programme category is doubled, while the audience continues to devote the same amount of time to watching television, average audience sizes for the two channels will be cut in half.

Table 6. Average audience sizes attracted by various programme categories.

	PERIODS			
	I	II	III	IV
News bulletins	31.1	10.1	9.8	9.1
News, news commentary	44.2	20.5	18.4	19.9
Politics, public affairs	18.2	9.8	7.6	6.1
Culture, religion	15.7	8.6	9.1	5.9
Nature, science	16.8	14.5	12.8	11.1
Variety, talk-shows	-	(8.7)	22.7	17.4
Sports	23.3	16.6	20.6	13.4
Theatre	24.6	17.4	14.9	15.1
Music	12.2	8.9	8.2	6.1
Feature films	33.9	17.9	21.4	17.6
Other fiction	26.1	20.6	14.9	11.0
Entertainment	27.0	18.7	17.1	17.5
Education	3.9	3.3	2.2	2.9
Children's programmes	8.3	7.2	5.4	4.0
Miscellaneous	25.5	13.9	4.7	6.7

In Table 6 we can note that certain programme categories have undergone such a change. But, as noted in Table 1, broadcast time has not undergone a uniform change for all programme categories. If instead of audience size, we determine the amount of viewing time devoted to each programme category and compare this measure with the corresponding broadcast time, we can gain a quite precise measure of the extent to which the audience has consumed the various types of programming.

On the basis of statistics indicating (1) how viewing is distributed over the programme categories and (2) total viewing in minutes per average day, we have been able to calculate how many minutes the average viewer (between the ages of 15 and 79 years) has watched a given programme category. In Period I, for example, the average viewer watched 11.1 minutes of News and news commentary.

Programming statistics indicate the amount of broadcast time devoted to the various programme categories. During Period I an average of 25.6 minutes of News and news commentary was broadcast daily.

News viewing (11.1 minutes) thus amounted to 43 percent of news broadcast time (25.6 minutes). The quotient of viewing time to broadcast time may be said to express the degree of usage of the programme category in question.

Table 7 presents the degree of usage of each of the 15 programme categories in the four periods studied. If all other factors remained constant, the introduction of a parallel TV-channel would be expected to cause a halving of the degree of usage. This has occurred with respect to the category News and news commentary, for example. Nature and science, however, shows largely unchanged figures for the four periods.

Table 7. Degree of usage of various programme categories, the average day.

	PERIODS			
	I	II	III	IV
News bulletins	27	12	12	8
News, news commentary	45	24	23	21
Politics, public affairs	19	10	7	6
Culture, religion	16	10	9	6
Nature, science	17	16	15	12
Variety, talk-shows	-	16	25	20
Sports	26	21	20	17
Theatre	27	19	15	15
Music	13	10	11	8
Feature films	36	20	20	18
Other fiction	27	22	15	11
Entertainment	27	22	18	20
Education	6	4	0	0
Children's programmes	7	8	6	5
Miscellaneous	11	15	7	6

The relation between programming offered and consumption can be expressed more vividly in terms of the relative degree of usage. We proceed from broadcast time and viewing time in minutes.

	PERIODS			
	I	II	III	IV
Viewing time	83	95	109	95
Broadcast time	371	621	741	762
The average degree of usage (in %) is thus	22	15	15	12

(This is another means of expressing the fact that viewing has increased, albeit very slightly with the introduction of a second TV-channel. Had viewing remained constant, average degree of usage during Periods II-IV would have been 11 %.)

Let us, for example, see how viewing of news bulletins compares to average usage of TV programming during the four periods.

	PERIODS			
Degree of usage	I	II	III	IV
News bulletins	27	12	12	8
Average	22	15	15	12
Quotient (relative degree of usage)	1.23	0.80	0.80	0.67

In Period I viewing of news bulletins was thus greater than average, but in Periods II-IV it was less than average (and apparently declining). This, then, is how the relative degree of usage of news bulletins has changed.

Table 8 presents the relative degree of usage for all the programme categories during the four periods. Since viewing time and broadcast time for both the category and the period as a whole have been taken into account, the figures are directly comparable. Figures less than unity indicate that viewing has been under the average for the period; figures exceeding unity indicate above average viewing.

Table 8. Relative degree of usage per programme category, the average day.

	PERIODS			
	I	II	III	IV
News bulletins	1.23	0.80	0.60	0.67
News, news commentary	2.05	1.60	1.53	1.75
Politics, public affairs	0.86	0.67	0.47	0.50
Culture, religion	0.73	0.67	0.60	0.50
Nature, science	0.77	1.07	1.00	1.00
Variety, talk-shows	-	1.07	1.67	1.67
Sports	1.18	1.40	1.33	1.42
Theatre	1.23	1.27	1.00	1.25
Music	0.59	0.67	0.73	0.67
Feature films	1.64	1.33	1.33	1.50
Other fiction	1.23	1.47	1.00	0.92
Entertainment	1.23	1.47	1.20	1.67
Education	0.27	0.27	0	0
Children's programmes	0.32	0.53	0.40	0.42
Miscellaneous	0.50	1.00	0.47	0.50
Average degree of usage	22	15	15	13

The most striking feature in the data in Table 8 is the constancy of the relative degree of usage of the various categories during all four periods. That is to say, certain programme categories have a constant "surplus" of viewing, while others have a constant "deficit". ("Surplus" and "deficit" here signify that viewing time amounts to a greater than average or less than average proportion of broadcast time for the periods as a whole.)

- Categories with "surpluses" are NEWS, NEWS COMMENTARY
  VARIETY, TALK-SHOWS
  SPORTS
  THEATRE
  FEATURE FILMS
  ENTERTAINMENT

- Categories with "deficits" are POLITICS, PUBLIC AFFAIRS
  CULTURE, RELIGION
  MUSIC
  EDUCATION
  CHILDREN'S PROGRAMMES

(That children's programmes consistently show a deficit is due to the fact that the population studied here excludes the target audience for these programmes.)

The three programme categories not mentioned above are somewhat equivocal. News bulletins and Other fiction appear to go from surplus toward deficit, while the opposite seems to characterize Nature and science.

Here, too, we find the degree of constancy more striking than change. That is to say, the audience seems to allocate largely the same amount of time to the various programme categories throughout the four periods (the allocation of viewing time to the programme categories has not undergone any major changes).

(Low and high education groups display much the same viewing behaviour and no differences between these groups are to be found. The results of this comparison are not presented here.)

6. HIGH AND LOW CONSUMERS

If we focus our attention on the respective groups viewing most and least television the average day, the tendencies within the total material become more apparent. Thus, we have previously[1] shown that

- those who view little television mainly watch more popular programme types. In this group we find more women, more younger persons and more highly educated individuals than average.
- those who view much television expose themselves to a broader distribution of programme types than low consumers. In this group we find more men, more elderly persons and more individuals with little education than average.

Table 9 shows how high consumers have distributed their viewing over the various programme categories. Compared to the distribution of total viewing, the same tendencies are apparent in all four periods: high consumers view the categories Politics and public affairs and Culture and religion more than average. Their viewing of two other categories, Feature films and Entertainment, is less than average.

Table 9. High consumers' exposure to various programme categories the average day. Vertical percentages. Total viewing time in minutes.

	PERIODS			
	I	II	III	IV
News bulletins	5	5	5	3
News, news commentary	11	10	9	15
Politics, public affairs	13	10	7	5
Culture, religion	10	9	6	7
Nature, science	3	4	4	4
Variety, talk-shows	-	1	9	11
Sports	8	14	18	8
Theatre	6	4	6	6
Music	4	2	3	2
Feature films	7	6	9	10
Other fiction	10	9	8	9
Entertainment	15	16	10	12
Education	1	1	1	0
Children's programmes	4	8	4	5
Miscellaneous	2	2	1	2
Viewing time (minutes)	186	214	242	220

1) Höijer, B. Utbudet och publikmekanismerna/Programming and audience mechanisms/. In Radio och tv möter publiken, 1972. (in Swedish)

Examining the background variables of the high-consumer group, we find the same pattern in all four periods: the group contains more men, more elderly persons and more people with little education than average for the population.

The corresponding figures for the low-consumer group, Table 10, reveal tendencies that also hold for all four periods: Four programme categories are viewed more than average by low consumers, namely News and news commentary, Theatre, Feature films and Entertainment. Low consumers view the categories Miscellaneous, News bulletins, Politics and public affairs, and Culture and religion less than average.

Table 10. Low consumers' exposure to various programme categories the average day. Vertical percentages. Total viewing time in minutes.

	PERIODS			
	I	II	III	IV
News bulletins	5	2	2	1
News, news commentary	16	15	13	14
Politics, public affairs	6	5	3	3
Culture, religion	5	4	3	3
Nature, science	2	2	3	3
Variety, talk-shows	-	1	12	10
Sports	9	20	16	6
Theatre	8	8	6	9
Music	2	1	3	2
Feature films	12	11	18	21
Other fiction	10	10	8	10
Entertainment	20	16	10	14
Education	0	0	0	0
Children's programmes	2	4	2	3
Miscellaneous	2	1	0	1
Viewing time (minutes)	53	56	63	60

Background variables for the low consumer group show the same pattern throughout the four periods: the group includes more women, more younger persons and more highly educated individuals than average.

Low consumers' tendency to concentrate their television viewing to but a few programme categories is stronger week-ends.

High consumers watch most of what television offers. Consequently, the distribution of their viewing over various programme categories lies more in line with the distribution of programming over these categories.

Low consumers choose to watch certain (popular) programme categories. When they are attracted to their television sets, their viewing serves to heighten audience frequencies and the average volume of viewing with respect to "their" categories; the opposite occurs when they choose not to view TV. This systematic choice behaviour on the part of low consumers accounts for the apparent paradox in that high consumers exhibit less than average consumption of feature films and entertainment programmes and greater than average consumption of political and public affairs and cultural-religious programming. [1]

1) The mathematics of this relationship are discussed in W McPhee: Formal Theories of Mass Behavior, 1963.

7. VIEWING OF THE EVENING NEWS

The four periods studied differ with respect to the treatment given the evening news. The extent to which the varied news situation gave rise to changes in news viewers' use of television is indicated in Table 11. "News viewers" are defined as individuals who have watched one of the evening broadcasts of news and news commentary (in Period IV "Rapport" and/or "Aktuellt").

News viewers, as we have defined them here, watch a lot of television - more than the audience as a whole. Compared to others of the television audience, news viewers devote 40-60 minutes more to television the average day. This is true throughout the periods studied.

This comparison also reveals that news viewers' deviations from the audience as a whole - as regards the distribution of their viewing time - are most frequent during Periods II and III but were relatively slight prior to the advent of the second channel. Another striking feature is that the share of time devoted to the evening news during Period IV has increased sharply, although total viewing time has actually decreased somewhat. Deviation from the audience as a whole has increased markedly.

Table 11. News viewers' exposure to various programme categories the average day. Vertical percentages. Total viewing time in minutes.

	PERIODS			
	I	II	III	IV
News bulletins	6	7	6	3
News, news commentary	17	16	18	25
Politics, public affairs	10	9	7	4
Culture, religion	8	7	5	6
Nature, science	3	3	4	3
Variety, talk-shows	-	1	8	11
Sports	7	13	16	8
Theatre	6	4	5	7
Music	3	1	3	2
Feature films	7	6	9	8
Other fiction	9	8	6	8
Entertainment	16	15	9	11
Education	1	1	0	0
Children's programmes	3	6	2	4
Miscellaneous	2	2	1	2
Viewing time (minutes)	130	154	165	146

The competition facing the evening news has softened somewhat in Period IV. The principle of coordination prevailing during this period would appear to have benefitted primarily those who wish to view more than one news programme during the evening.

This latter feature implies an increase in double news exposure; in other words, more members of the news audience have chosen to view the evening news offered by both channels.

The figures in Table 12 support this interpretation. During Period IV double exposure among the audience tuned into TV-1 news has increased considerably. The tendency is not so consistent among TV-2 news viewers, but the difference between the last two periods is indisputable.

Table 12. Double exposure to evening news programmes

	PERIODS II	III	IV
% TV-1 news viewers who also watched the news on TV-2	6	6	29
% TV-2 news viewers who also watched the news on TV-1	32	18	28

The various principles of programme coordination can hardly be said to have influenced the composition of the news audience, however. Table 13 shows the average news audience in terms of selected demographic variables in all the periods studied. It should be noted that the figures for Period I are not comparable with those for the other Periods, as they refer to a single evening news programme.

Table 13. Proportion news viewers within various demographic categories.

	PERIODS I	II	III	IV
Sex				
Men	48	23	21	24
Women	42	20	17	18
Age				
15-24 years	32	12	9	11
25-44 years	43	19	16	20
45-64 years	52	26	24	25
65-79 years	51	32	29	27
Education				
Low	48	24	22	23
Medium	42	18	14	17
High	42	15	17	20

Men, older viewers and those with little education predominate among news viewers. The youngest age-group show least interest. This pattern is the same throughout the periods studied. The results also agree with results obtained for the audience as a whole (Table 5, page 7). Thus, in terms of the demographic variables at our disposal the news audience does not differ from the TV-audience as a whole. That is to say, news programmes do not reach any particular clique within the public at large who are not reached by other types of programmes. Other explanatory variables must be sought to identify eventual peculiarities of the news audience.

Generally speaking, the proportion of news viewers in all categories has declined since the introduction of the second channel - most dramatically during Period III, in which period news programmes faced the most adverse competitive situation (see following section). Highly educated viewers constitute an exception, however; the proportion of news viewers within this category has grown consistently during Periods II-IV.

8. COORDINATION AND COMPETITION

Periods II-IV each reflect a different principle of coordination of the two channels. Do our data reflect these policy differences?

A measure of the competition faced by various programme categories has been described in an earlier report.[1] The degree of competition faced by each programme type on each channel can be calculated on the basis of audience preferences for the various programme types, as reflected in their actual choice of programmes.

Although data on audience preferences during the four periods studied are not available, average audience sizes (Table 6, page 8) may be taken as an indicator of the popularity of the programme categories. Taking into account all four periods, we find the following rank-order of programme categories in declining order of popularity (Table 14).

We have let the computer produce tables showing the distribution of programme categories broadcast opposite each type of content; such tables have been produced for each period, channel and programme category. One can see, for example, that during Period IV the evening news on TV-1 faced 31 % Politics and public affairs, 25 % Culture and religion, 17 % Feature films, etc. These shares of broadcast time may then be weighted with the rank-order values indicated in Table 14.

Table 14. Rank-order of programme categories in terms of audience preferences all periods.

Most preferred	1	News, news commentary
	2	Feature films
	3	Variety, talk-shows
	4	Entertainment
	5	Other fiction
	6	Sports
	7	Theatre
	8	News bulletins
	9	Nature, science
	10	Miscellaneous
	11	Politics, public affairs
	12	Music
	13	Culture, religion
Least preferred	14	Children's programmes
	15	Education

The weighted value constitutes a measure of the competitive situation. If a programme type always faces News and news commentary, the value will be 1, i.e. the most difficult competitive situation possible. If a programme type always faces Educational programmes, the value will be 15, the mildest competitive situation possible. If a programme type faces an even mixture of all programme categories, the value will be 8, an average degree of competition.

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1) Höijer, B. Publikstrukturen och kanalkonkurrensen /Audience structure and two-channel competition/. In Två års erfarenheter av tvåkanalsystemet. SR/PUB 54/72 (In Swedish)

Table 15. Measures of competition faced by the various programme categories.

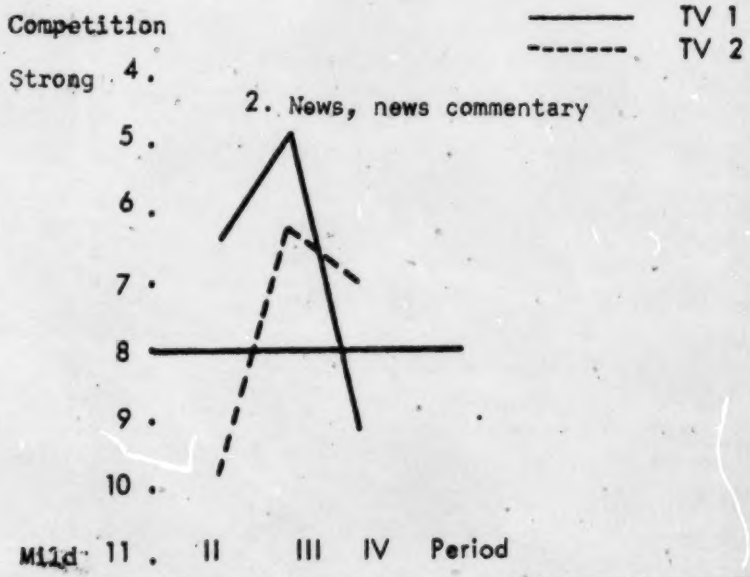
	PERIODS					
	II		III		IV	
	TV-1	TV-2	TV-1	TV-2	TV-1	TV-2
News bulletins	7.4	9.5	6.6	6.7	9.2	6.6
News, news commentary	6.4	9.7	4.8	6.1	9.1	6.8
Politics, public affairs	7.3	7.9	7.8	8.3	7.1	5.5
Culture, religion	8.8	8.0	8.0	6.9	8.5	6.7
Nature, science	10.8	8.1	5.9	8.6	8.7	5.2
Variety, talk-shows	-	7.4	7.6	8.9	9.2	7.5
Sports	9.2	9.2	6.9	9.2	7.3	6.7
Theatre	8.6	6.9	9.4	8.5	7.4	8.7
Music	7.4	9.1	7.3	9.1	6.9	8.0
Feature films	7.9	6.8	7.2	7.6	5.8	5.6
Other fiction	8.1	6.8	7.2	6.3	6.8	6.4
Entertainment	6.6	6.2	7.0	5.7	4.7	5.9
Education	8.0	6.9	6.9	9.8	8.9	8.3
Children's programmes	5.6	9.2	6.6	6.6	10.0	9.1
Miscellaneous	6.5	5.4	5.8	6.8	10.6	5.8

Table 15 shows the competitive situation facing the various programme categories during Periods II-IV.

Changes in the competitive situation of the various programme categories are more easily observed when the figures in Table 15 are expressed in diagram form. Diagrams for each of the programma categories are presented in the Appendix.[1)]

Let us now examine the competitive situation faced by selected programme categories. Diagram 4 indicates, for example, that the evening news - News and news commentary - faced more difficult competition in Period III, particularly the TV-1 news programme. In Period IV, however, the competitive situation eases up, particularly for "Aktuellt" on TV-1.

Diagram 4. The competitive situation facing evening news programmes, Periods II-IV.



1)' One should recall that the figures along the vertical axis derive from the programmes' rank order of preference. They do not represent a standardized scale of preference. Thus, the diagrams should be interpreted as giving but a rough indication of changes in the competitive situation facing a given programme category.

Politics and public affairs, illustrated in Diagram 5, faced average degrees of competition during Periods II and III. The competition is stronger in Period IV, particularly that facing TV-2's programmes in this category.

Diagram 5. Competitive situation facing the programme category, Politics and public affairs during Periods II-IV.

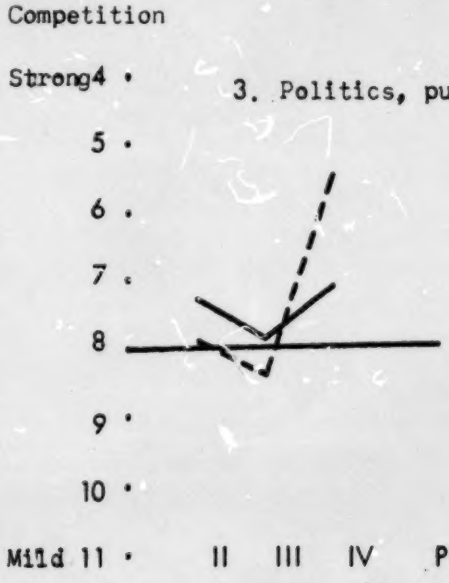


Table 15 and the diagrams in the Appendix also indicate that the attractive categories, Feature films, Other fiction and Entertainment, face rather strong competition, and that the competitive situation facing these categories has become progressively more difficult from period to period.

None of the programme types may be said to have been consistently favoured throughout the three periods considered. Quite drastic changes in the competitive situation have occurred between periods for many of the categories.

A comparison of the competitive situation and the relative degree of usage of the programme categories (Table 8, page 10) reveals certain parallels, such as in the case of News and news commentary and Other fiction, for example. The reverse would seem to be true of Feature films, however; that is, the relative degree of usage has increased despite a more difficult competitive situation.

While variations in the competitive situation may exert palpable "local" effects, i.e. within the channel, within given time-slots, on certain days of the week, etc., on the whole we find audience behaviour to be fairly independent of such variations. Only systematic coordination of the channels' programming may be expected to have any noticeable influence on audience behaviour with respect to any given type of programme content.

9. SUMMING UP

Generally speaking, the various schemes of programming prevailing during the four periods studied seem not to have effected any dramatic changes in the audience's media consumption. The differences noted between the periods are quite minor. Can this be possible?

Yes, for what has occurred may be characterized as manipulations or changes affecting only one leisure activity, television viewing. All other conceivable leisure activities remain unchanged, as do, of course, all obligatory routines which the individual must perform.

As various studies have shown[1], people's use of television is determined to a large extent by their social situation. It is the social situation which determines how, and above all when, people can make use of their television sets. Certain relatively stable patterns of consumption may be observed - not so much because the programme schedule varies little from day to day as because consumption reflects stable, regular or habitual characteristics in people's everyday life.

Certain groups have little time for watching television. They give priority to other activities. This is particularly the case with respect to groups with many obligatory activities, e.g. families with small children, people employed outside the home, students. Our data with regard to sex- and age-groups would appear to confirm that precisely these groups are least influenced by changes in programming and the programme schedule.

On the other hand, the group apparently most influenced by programming changes are the elderly. The number of viewers within this category has clearly increased since the introduction of the second channel. This category also spend more time watching television. This is as might be anticipated, since elderly people generally have much time for leisure activities (particularly non-strenuous activities that can be pursued in the home) and few routine obligations.

The relation between social situation and media behaviour is perhaps even more apparent when we consider viewing at various points in time. Changes in programming week-ends, for example, effect greater changes in audience behaviour than do such changes week-days. This applies to the population as a whole, but especially to the oldest age-group. Since most people are free week-ends, this finding is hardly unexpected - only a few obligations compete for people's leisure time, and the choice largely stands between watching television and other leisure activities. Elderly persons have a limited option in choosing among leisure acitivities, and thus it is natural that TV, during week-ends too, elicits the strongest response from this group.

The same tendencies are apparent when we consider various intervals during the evening. "Prime time" is obviously saturated; one may well wonder whether TV can reach more "prime time"-viewers than it already has for some years. Viewing has mainly increased during the interval immediately preceding "prime time". Once again, the most elderly category account for the most marked increase. Clearly, this is because elderly persons' obligations at this time of day are relatively few, while other groups have a greater number of demands upon them.[2]

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1) See, for example, U Berg and A Gahlin: Radio och TV - det dagliga mönstret/Radio and TV - the daily pattern/. SR/PUB 132/72. (In Swedish)

2) Cf. A Wikman: Alternativa kvällsaktiviteter /Alternative evening-hour activities/ SR/PUB 35/74 (in Swedish)

Another clear-cut feature of our results is the constancy of programme preferences. Regardless of the composition of the programme schedule, certain programme categories are consistently popular, while others continually fail to attract any sizable audiences. News and news commentary is popular, as are Variety- and talk-shows, Feature films and Entertainment programmes. Less attractive categories, on the other hand, are Politics and public affairs, Culture and Music.

Thus, our results hardly lend support to the hope that a greater, more variegated volume of programming might influence audience programme preferences - at least not during as short a period as the decade covered in this study.

The variations in viewing we have observed from period to period are probably primarily functions of individuals' opportunities to satisfy their programme preferences.

And what have their options been? Audience choices have naturally been conditioned by whether or not the channels have been on the air simultaneously and how programme schedules have been coordinated. The effects of various principles of coordination, however, can only be described as minor; in the larger perspective it seems rather as though audience behaviour has remained unaffected by the various principles applied to date.

People choose and watch attractive programmes. The truth of this is particularly clear when we consider the so-called "low consumers"; we find them in front of their sets almost exclusively when the most popular TV fare is on the air. A majority of the audience attracted to less popular programming, on the other hand, would seem to be "high consumers", i.e. viewers who consume most television and who apparently prefer even less popular programmes to engaging in some other activity.

What effects, then, might further increases in the volume of programming have on audience behaviour?

Our figures give us little reason to expect more than marginal effects on total consumption. Total consumption will probably increase only if programmes are made more available to groups now hindered from watching them due to shift-work or other handicaps.[1)]

Since (a) average viewing time cannot be expected to increase to any major extent, and (b) programme preferences remain unchanged, an increase in the volume of programming will presumably result in an even more skew distribution of viewing over the range of programme categories. Compared to the present, more time will be devoted to popular programme categories, and less to others. It is possible that a consistently applied policy of coordination might be able to counteract such tendencies.

By way of conclusion, we must reiterate that although detailed examination of media consumption patterns reveals certain significant variations, the dominating feature is nevertheless the constancy or immutability of audience behaviour. Analyses of this behaviour should therefore take this fact as their point of departure.

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1) Cf. U. Berg: Porträtt av icke-tittare /Portrait of non-viewers/. SR/PUB 151/73. (English translation forthcoming.)

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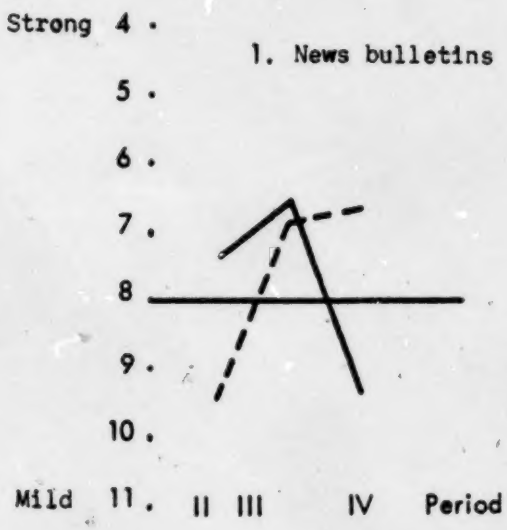
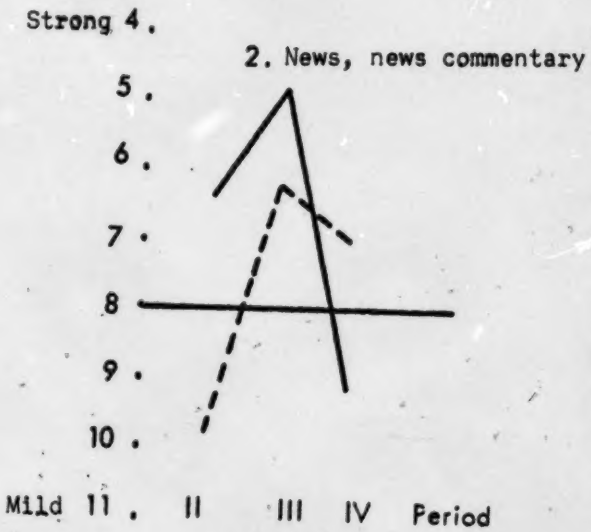
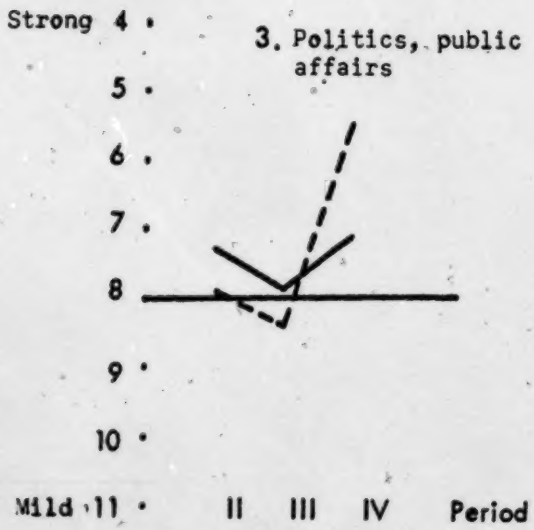
Changes in the competitive situation of the programme categories

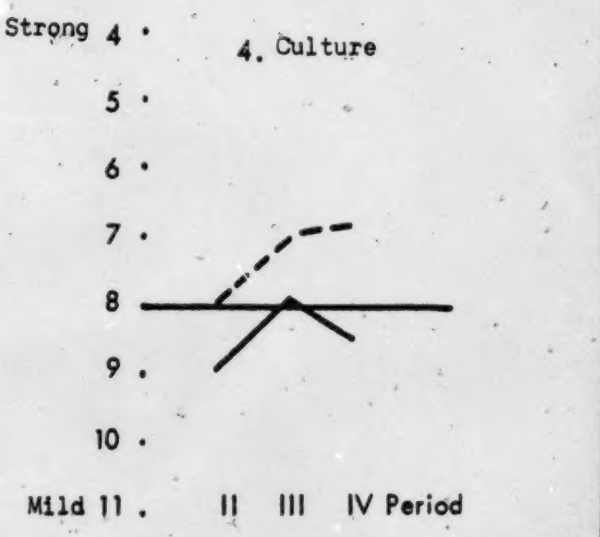
The statistics presented in Table 15 ("Measures of competition faced by the various programme categories") are expressed graphically in the following tables, one for each of the programme categories. They are presented without commentary or interpretation. The vertical axis indicates degree of competition, Strong - Mild. The horizontal line designates average degree of competition.

——— TV 1
- - - - - - - - TV 2









Strong 4 .

5. Nature, science

5 .

6 .

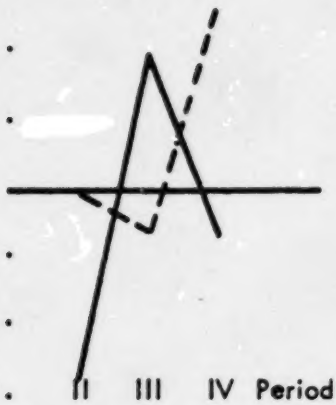
7 .

8

9 .

10 .

Mild 11 . II III IV Period



Strong 4 .

6. Variety, talk-shows

5 .

6 .

7 .

8

9 .

10 .

Mild 11 . III IV Period

Strong 4.

7. Sports

5.

6.

7.

8

9.

10.

Mild 11. II III IV Period

Strong 4.

8. Theatre

5.

6.

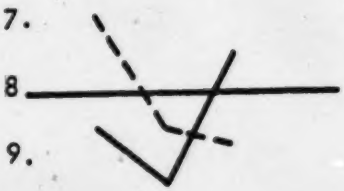
7.

8

9.

10.

Mild 11. II III IV Period



Strong 4.

9. Music

5 .

6 .

7 .

8

9 .

10 .

Mild 11 . II III IV Period

Strong 4.

10. Feature films

5.

6.

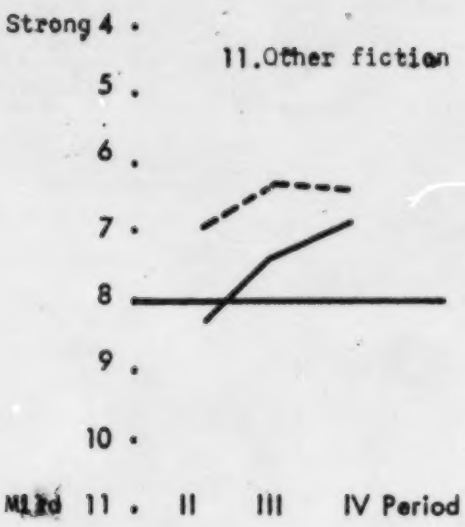
7.

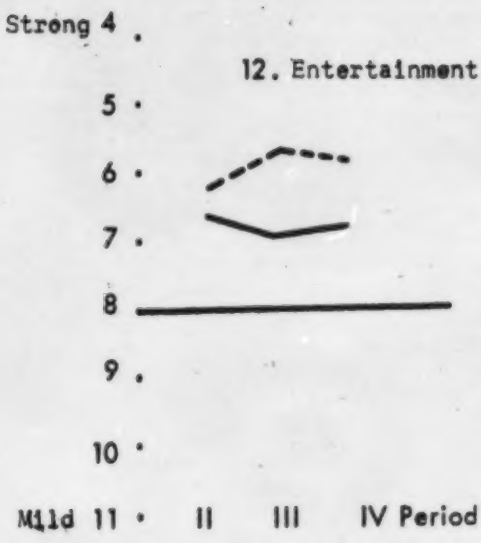
8

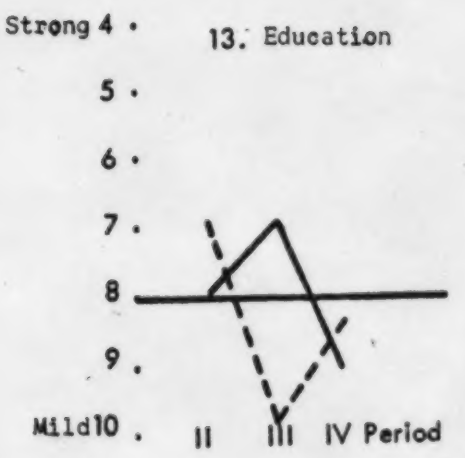
9.

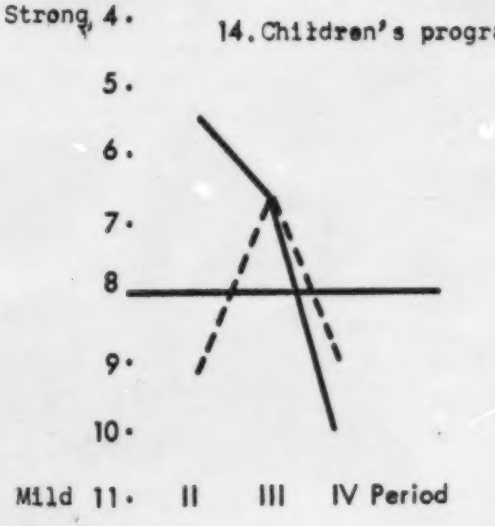
10.

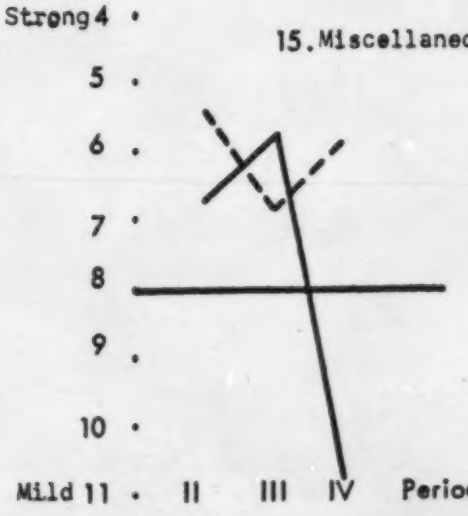
Mild 11. II III IV Period


Strong 4
11. Other fiction
5
6
7
8
9
10
Mild 11
II
III
IV Period


Strong 4
12. Entertainment
5
6
7
8
9
10
Mild 11
II
III
IV Period


Strong 4
13. Education
5
6
7
8
9
Mild 10
II
III
IV Period


Strong 4
14. Children's programme
5
6
7
8
9
10
Mild 11
II
III
IV Period


Strong 4
15. Miscellaneous
5
6
7
8
9
10
Mild 11
II
III
IV
Period